

# A.M. Best Company's 2008 E-Fusion Award: October 22 in Philadelphia

Award Entry Applications due by August 15, 2008



*Where the Economics of*

*Insurance and Technology Converge*

**Entry Instructions:** Please read the attached information carefully. All project information must be completed and questions answered to enter; use additional paper if required. There are no submission fees for this year's E-Fusion Award.

- The E-Fusion Award entry may be submitted only by a valid insurance carrier or broker. Vendors may participate through an insurance carrier or broker sponsored project.
- Submitted projects must be unique to an insurance carrier or broker. Turn-key applications or off-the-shelf systems are not permissible, even if such systems are customized.
- There will be only **one E-Fusion Award recipient** selected from the E-Fusion Award finalist submissions. Final presentations will be scheduled in advance and recorded for review. Schedules may be subject to change.
- **We cannot accept collateral material** (brochures, CD-ROMs, PowerPoints, etc.). It is strongly recommended that a Web link be provided in order for the judges to preview relevant project information, including a demo.
- All finalist entry information will be shared with attendees, as submitted. Please do not offer any project information you would not be willing to have included in a conference agenda. (We will print entries of finalists only.)

More information about the conference and award is available at [www.efusion2008.com](http://www.efusion2008.com). E-mail any questions to Lee McDonald, Program Chairman, at [efusionaward@ambest.com](mailto:efusionaward@ambest.com) or call (908) 439-2200, ext. 5561.

**To return by mail:** Complete the form below and return it to A.M. Best Company, Ambest Road, Oldwick, NJ 08858.

**By e-mail:** Forward all information, including the completed form to [efusionaward@ambest.com](mailto:efusionaward@ambest.com). **By fax:** (908) 439-3363

## Entrant Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_ Division or Unit: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Project Information

**A.** Name of project, service or product:

\_\_\_\_\_

**B.** Brief project description, including audience served:

\_\_\_\_\_

**C.** Business justification for project, including unique features, competitive advantage, etc.:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**D.** Briefly describe hardware/software environment, including development methodology:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**E.** Developed internally, outsourced third-party implementation or hybrid? Also, include vendor names and development partners:

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### **Web Links for Project Access (strongly recommended)**

Judges cannot schedule guided tours of a project, so provide links only if the visit can be self-guided.

**A.** Web link to project: \_\_\_\_\_

**B.** Login, if required, for judges to access project: \_\_\_\_\_

**C.** Password, if required, for judges to access project: \_\_\_\_\_

### **Judging Criteria**

These are the criteria on which projects will be evaluated (to be completed by entrant):

**Business Value of project to Organization as it relates to Return on Investment.** (35% of total judging criteria)

*What is the business goal or need?*

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*What are the tangible and intangible benefits?*

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*How will the project be measured or determined to have fulfilled the business need?*

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**Business Value to User as it Relates to Return on Relationship.** (15% of total judging criteria)

*How will this project improve relationship with users?*

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*How will it demonstrate commitment to user interaction?*

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**Business Value to Insurance Industry as it Relates to Return on Recognition.** (10% of total judging criteria)

*How will this project provide a competitive advantage?*

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*How will it demonstrate uniqueness in the insurance industry?*

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**Technical Complexity, as in Scope, Size, Components & Challenges.** (15% of total judging criteria)

*How complex is the project in relation to worthiness of time, effort & resources?*

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**Technical Innovation in Design, Form, Function and Presentation.** (15% of total judging criteria)

*What are the distinguishing characteristics of this project?*

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**Technical Quality and Workmanship Initiatives.** (10% of total judging criteria)

*What quality initiatives, controls or standards were used to ensure overall project success?*

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**Entry Authorization**

**Please do not submit an entry without reading and agreeing to the following:**

The person submitting this entry is:

- 1.** Authorized to submit this information on behalf of the companies and organizations named in the answers to questions in this entry form.
- 2.** Submitting information that is accurate, truthful and describing work that is the original creation of the person or organizations described in the answers above.
- 3.** Willing to make themselves or a representative available to answer questions or provide further information about this project as part of award judging.
- 4.** Willing to have a representative of A.M. Best's News Division contact them or their company's media relations department for further possible editorial coverage of this initiative.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Thank you for submitting an entry for the 2008 E-Fusion Awards.**

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